

Message Text

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ORIGIN AF-18

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DRAFTED BY AF/W:JWVINCENT:LB

APPROVED BY AF - AMB. EASUM

AF/W:JLLOUGHRAN

COMM:OIM/AF:RRYDLUN(PHONE)

EB/CBA/OCA:NLAKAS

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R 062121Z FEB 74

FM SECSTATE WASHDC

TO AMEMBASSY DAKAR

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E.O. 11652: N/A DECLASSIFY UPON RECEIPT

TAGS: BEXP, OVIP, SG, (SOW, MAGATHE)

SUBJECT: INTERNATIONAL FAIR OF DAKAR: SOW VISIT TO
WASHINGTON

REF: DAKAR 551, STATE 19992

1. SOW COMPLETED WHIRLWIND VISIT TO WASHINGTON AFTER-
NOON FEBRUARY 5. HE BEGAN MONDAY WITH A PRESS CONFERENCE
AT MAYFLOWER HOTEL (POORLY ATTENDED AND POSSIBLY ILL
ADVISED IN VIEW LACK OF TIME FOR PREPARATION) AND VISIT
TO COMMERCE (DEPUTY ASST.SEC. VAN GESSEL, KRAUSE, OIM,
AND FIEDLER, OIM/AF), TOPPED OFF WITH PLEASANT DINNER
HOSTED BY AMBASSADOR COULBARY AT EMBASSY ROW RESTAURANT
ATTENDED BY, AMONG OTHERS, ACTING ASSISTANT SECRETARY
ROSS, ASST. SEC.-DES. EASUM, CONGRESSWOMAN BOGGS,
CONGRESSMAN REUSS, SHERWOOD AND VINCENT, AF/W, AND
FIEDLER, RYDLUN AND MCKINLEY OF OIM/AF AND ROBERT
VINEAULT, OIM/SAD. SOW AND COULBARY MET TUESDAY MORNING
FIRST WITH DEPUTY ASST. SEC. SEARBY, NICHOLAS LAKAS,
EB/CBA/OCA, AND IRVING WILLIAMSON, EB/CBA/OCA/BR, THEN
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WITH AMBASSADOR EASUM. FINAL EVENT WAS LUNCHEON WITH

LAKAS, WILLIAMSON AND VINCENT.

2. GENERALLY SOW IMPRESSED HIS AUDITORS WITH EXTENSIVE FACILITIES PROVIDED AT FAIR AND WITH THOROUGH PREPARATIONS BY SOFIDAK FOR FOREIGN EXHIBITORS, ASPECTS WELL SUMMARIZED IN A TWELVE MINUTE ENGLISH LANGUAGE TAPE RECORDED SLIDE PRESENTATION SOW SHOWED TO DINNER GUESTS

AND EB BUREAU OFFICIALS. COMMERCE, EB BUREAU OFFICERS AND EASUM INQUIRED ABOUT POTENTIAL IDENTITY OF US EXHIBITORS, WHY SENEGAL CHOSE TO HAVE FAIR, SIZE AND CHARACTERISTICS OF TARGET AUDIENCE, AREA OF POTENTIAL MARKET, AVAILABILITY TO PRIVATE SECTOR OF FOREIGN EXCHANGE FOR PURCHASE US GOODS AND SERVICES, GOS TARIFF AND IMPORT POLICIES, PRODUCT LINES OF GREATEST INTEREST TO WEST AFRICAN PUBLIC AND PRIVATE SECTOR CONSUMERS, IMPACT OF DROUGHT AND FUEL CRISIS UPON WEST AFRICAN MARKET, AND LIKELIHOOD OF EXTERNAL FINANCING FOR MAJOR PUBLIC WORKS PROJECTS. THEY EMPHASIZED INABILITY TO MAKE COMMITMENT CONCERNING USG PARTICIPATION, WHICH WILL BE DECIDED ON BASIS COMMERCIAL ADVANTAGE TO US, BUT PROFESSED TO BE IMPRESSED WITH SOW'S PRESENTATION AND GRATEFUL FOR OPPORTUNITY TO LEARN ABOUT FAIR FROM HIM. SOW AND COULBARY IN TURN APPEARED HIGHLY SATISFIED WITH THEIR VISITS TO COMMERCE AND DEPT. KISSINGER

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